(54) Title: SYSTEM AND METHOD FOR CONFIGURING AN ELECTRONIC COMMERCE SITE USING AN OPTIMIZATION PROCESS
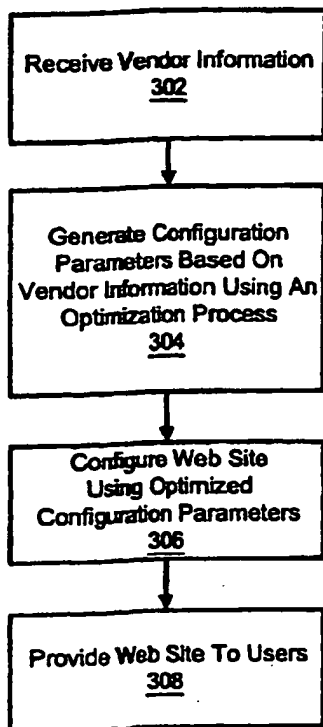
(57) Abstract: A system and method for configuring an e-commerce site maintained by an e-commerce vendor. In this embodiment, the method includes receiving or collecting vendor information, wherein the vendor information is related to products offered by the e-commerce vendor. The method may then generate a configuration of the e-commerce site in response to the vendor information, wherein generation of the e-commerce site configuration uses an optimization process. The generation of the configuration of the e-commerce site may comprise inputting the information into an optimizer, and the optimizer generating the configuration in response to the information. In an alternate embodiment, the system and method are operable to provide one or more inducements to a user conducting an e-commerce transaction, wherein the inducements are intended to encourage or entice the user to complete the transaction in a desired way, such as purchasing a product, purchasing additional products, etc. The inducements are generated by an optimization process to optimize a desired commercial result of the vendor. The method may include receiving, collecting or storing information which is related to the e-commerce transaction. The information may then be used to update a predictive model used in the optimization process, or in generating the one or more inducements. The method then may include generating one or more inducements in response to the information, wherein the generation uses an optimization process. The generation of the one or more inducements may comprise inputting the information into an optimizer, and the optimizer generating one or more inducements in response to the information.

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